

URGENT
FAX

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PAGES (INCLUDING THIS COVER): 3

Dianna

Thanks for your help. Attached is the draft agenda. If you, Brewster or Will have any questions please don't hesitate to call me.

Andrea

Wednesday, October 11, 1995

CALIFORNIA'S LOCAL LIBRARIES: ENTERING THE 21ST CENTURY

Institute for the Future
2744 Sand Hill Road
Menlo Park, CA 94025

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Introduction

As we move toward the 21st century, dramatic forces are changing the broader environment: immigration is rapidly changing the composition of the state's population, public funding has fallen, the gaps in education attainment are widening, and new information technologies are redefining how we access and use information. These drivers are pushing California libraries to rethink their roles in the community and how they are organized to fulfill them.

IFTF will be conducting an expert workshop with key individuals, representing diverse groups and perspectives of the community and who are exploring the evolution of the information society. The workshop will encourage participants to think outside of the box and explore the impacts of diversity and rapid technology change on public access to information and services. The workshop session will be a dynamic interactive session with individuals interested in the new Californian consumer in the 21st century and how they will search for and receive information.

DRAFT AGENDA

8:30-9:00 CONTINENTAL BREAKFAST

9:00-9:20 WELCOME AND INTRODUCTIONS

9:20-10:00 THE CHANGING CALIFORNIA CONTEXT

IFTF will provide an overview to key changes occurring in the external environment and forecasts of these trends. This includes examining major sociodemographic and economic shifts in California, such as diversity, technology, funding, industry, consumer behavior, media patterns, and other areas of change. We will draw from a recent statewide survey about Californians' information needs as well as other sources of data.

10:00-12:00 THE NEW CALIFORNIANS: CHALLENGES FOR CALIFORNIA'S LOCAL LIBRARIES IN THE 21ST CENTURY...

The group will discuss the key challenges emerging from the changing California context that are driving local libraries in California to rethink their role in the community, their strategies for providing services and service offerings themselves. Participants will provide their unique insight to tease

out the ten critical challenges facing California local libraries over the next ten years.

12:00-1:00 LUNCH

1:00-2:30 THE NEW CALIFORNIANS: CONTINUED.

The group will continue its discussion of challenges.

2:30-3:00 BREAK

3:00-5:00 STRATEGIC CHOICES FOR CALIFORNIA'S LOCAL LIBRARIES:
OPTIONS FOR ADDRESSING COMMUNITY NEEDS

IFTF will provide a highlights of the Woodland Public Library's strategic planning process, and the choices and strategic imperatives that one public library has chosen. As a group, we will identify and discuss key choices that libraries will have to make to better serve the emerging California consumer. This includes discussion about potential services and future roles of the library in local communities, including the partnerships and alliances with public and private institutions that may be necessary to accomplish future goals.